

Angus Productions Inc.'s coverage of the



First Horn Fly IGR in Liquid Form Introduced

Adapted from company news release by **Kim Kanzler Holt**

Altosid® IGR 1% Liquid contains the active ingredient methoprene, an insect growth regulator (IGR) that interrupts the horn fly life cycle.

Denver, CO (Feb. 1, 2006) — Wellmark International has introduced the first liquid product targeting horn flies — the cattle industry's most costly external parasite. New Altosid® IGR 1% Liquid Feed-Thru Concentrate is a patent-pending formulation of the Altosid Feed-Thru product line, which has been adapted especially for the liquid feed industry. When used as directed, it prevents irritation, bleeding and weight loss in cattle affected by horn flies.

Altosid IGR 1% contains the active ingredient methoprene, an insect growth regulator (IGR) that interrupts the horn fly life cycle, preventing fly pupae from developing into breeding, biting adults.

"Wherever horn flies are a problem, Altosid IGR is the foundation for a successful pest management program," says Mark Taylor, Wellmark business manager for Altosid.

"Incorporating Altosid IGR into a feed program can yield a six- to 10-time return on investment through higher weights and profits," he says. "Producers can also reduce labor costs and minimize animal stress associated with other fly control methods,

such as sprays, pour-ons, dusts and ear tags."

Key product benefits:

The company promotes the following product claims.

- Stable, patent-pending liquid formula with no mixing or agitation of supplement required
- Can be applied as a top-dress or incorporated into free-choice liquid feeds with custom formulation levels based on consumption
- Can be fed to lactating and nonlactating beef and dairy cows with no withdrawal
- Has no harmful residues in meat or milk
- Is not harmful to humans, cattle or the environment
- Will not harm dung beetles and other beneficial insects
- Has no known horn fly resistance
- Is made in the U.S.

For more information about Altosid IGR 1% Liquid, call 1-800-347-8272 or visit www.altosidIGR.com.



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